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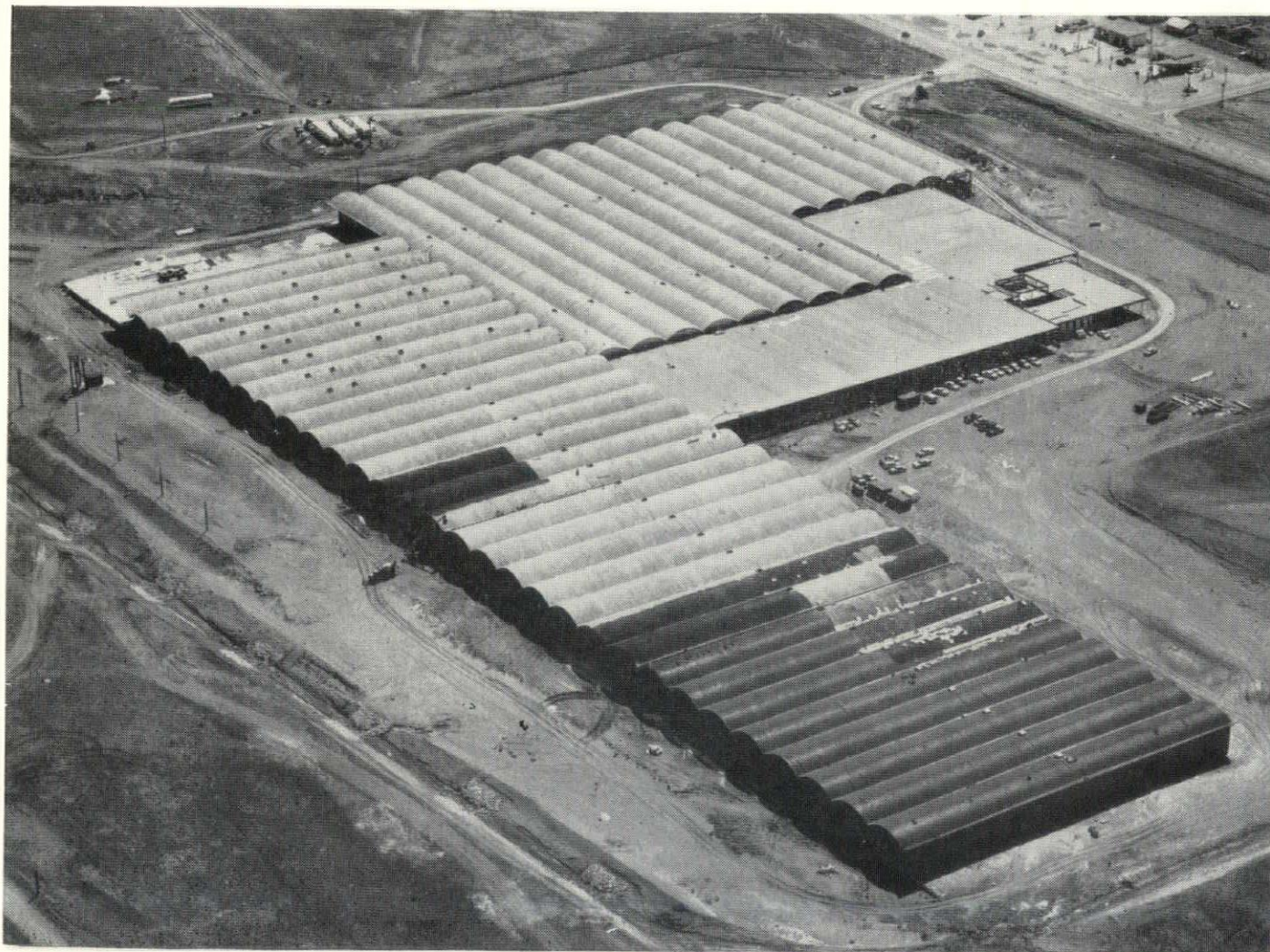
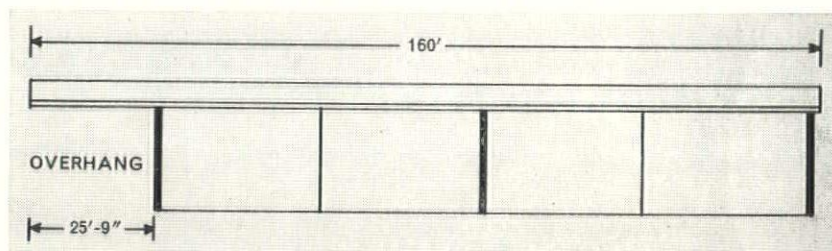


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*(Cover — First Prize, NMA Photographic Competition — Ken Cobeau)*

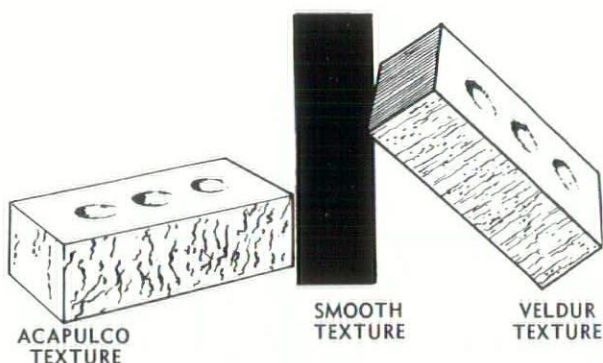
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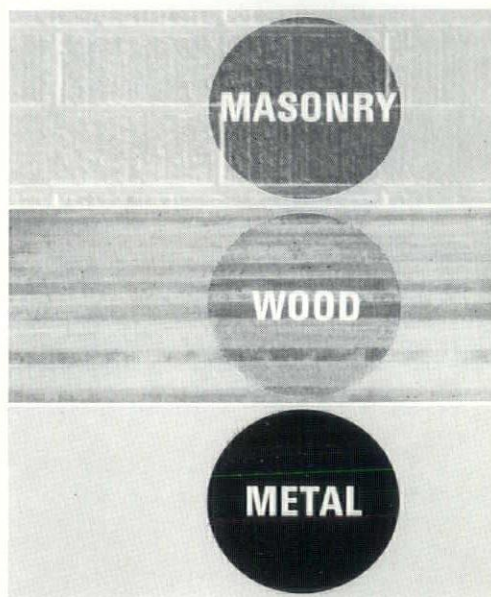
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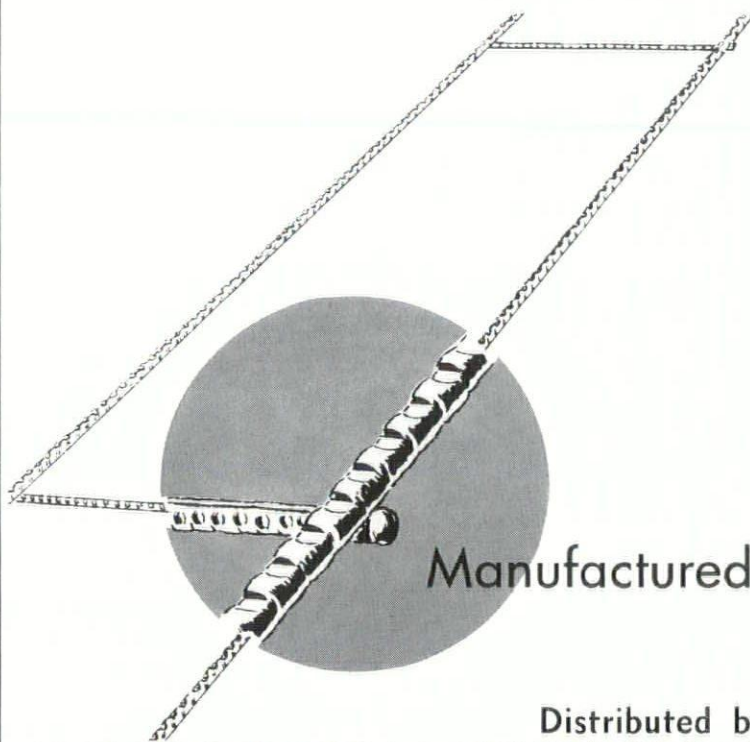
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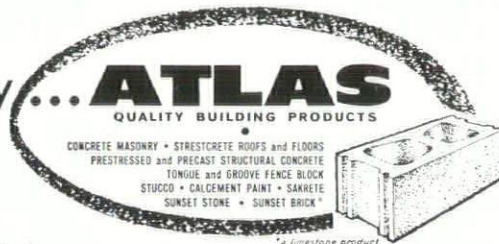
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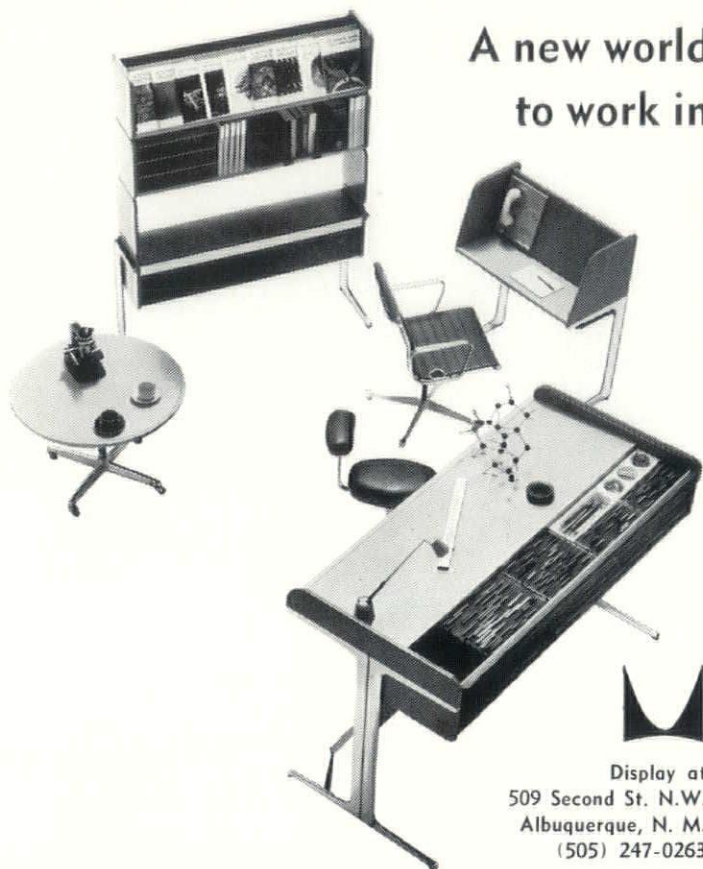
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# FOURTH ANNUAL CONFERENCE NEW MEXICO CHAPTERS AIA

The Fourth Annual Conference of the three New Mexico chapters of AIA was held May 28 and 29 at the Alvarado Hotel in Albuquerque. The theme of the conference, "Urban Environment," was most timely since architects in the state's three largest cities have been busily, productively and gratuitously engaged in aiding planners in the redesign of core areas of these cities. The first session on Friday afternoon was devoted to "The Future of Urbanization on a National Scale"; Saturday morning's discussion centered on "Urbanization in New Mexico." Both sessions were moderated by William Burk, AIA member from Albuquerque.

## *Friday afternoon session*

First speaker of the panel was Mrs. Parker Kalloch, Chairman of the Albuquerque City Beautification Committee. Mrs. Kalloch's remarks dealt largely with the need for and means of beautification of communities. She said that city beautification in the past too often has been an after thought or regarded as a frill, but she feels that the public is becoming increasingly aware of a need for it. She observed that following President Johnson's Message to Congress last January, there were more letters commenting on his proposals for city and highway beautification than on any other point he covered. She also mentioned several encouraging instances (Cambridge, Mass.) where civic interest has been aroused to safeguard natural beauty.

Mrs. Kalloch discussed various aids to beautification: the use of native plants in New Mexico, use of materials other than plants, the value of good design in such elements as bridges (Montreal). She feels that city beautification is coming to be regarded as good business. Business men in downtown Los Angeles, for example, have conducted an active tree planting campaign even at the cost of \$1300 per tree.

A special guest for the occasion, San Antonio architect O'Neil Ford, spoke beautifully and with feeling about the vulgarization and uglification of our cities. He drew an interesting parallel between conditions in North and South America, beginning with certain aspects of climate, natural resources, and history, and ending with the present loss of human scale as cities become congested, as highways and ever-larger arenas for public spectacles are built. Mr. Ford ended with a passionate account of the futile fifteen-year battle conducted by a group of public spirited citizens in San Antonio to block the construction of a freeway through the oldest and most beautiful portions of the city. Insensitive and authoritarian methods are used unfortunately by public officials in both of the Americas.

Dr. Stanley Caplan, Professor of Educational Psychology, UNM, seemed to infer, quite mistakenly in terms of anything that had been said or written, that the architectural profession or the purpose of the conference was anti-urbanization. He spent much

time defending the values of urbanization, but he made a telling point when he observed that it was really quite meaningless to try to decide whether urbanization was going to be a good or a bad thing for mental health when one is not even able to predict what work conditions or family life will be in ten years. He also raised the question of the possible effects of speed, dirt, noise, etc. upon an individual's mental health.

Dr. Caplan next asked what the interaction between architecture and man's community goals, his religious expression, the expression of his morals, ideals, and value systems. He made an embarrassing request for concrete proof that architecture has any effect upon crime, delinquency, or other social evil.

The fourth panelist, Mr. Arthur Blumenfeld Director, Bureau of Business Research, UNM, said an amazing number of things in a very short space of time. He began by observing that the functioning of cities was not the responsibility of any one class of people — not even architects — but of society as a whole. Architects have an effect on the appearance of cities, but they do not control their organization. What we want from our cities is a question we have not yet answered as a whole society. Each individual, each group is apt to assume that *his* goals are those of the community. The basic problem we face is that we have no goals for our cities upon which the whole community has agreed. Once unanimity of purpose has been gained, however, nothing can prevent its realization — not even money, political interference, or technical difficulties.

Mr. Blumenfeld then explained that the reasons for the existence of cities is far different today from the forces (defense, trade, communication) that originally brought them into being. Nor can we eliminate some forces of present life, such as the automobile, merely because we do not like them. We have to learn to deal with these forces. Similarly, it is impossible to restore to cities functions which they have lost. The old downtown centers were required because of the need for easy communication, a need which the telephone has now obviated. The fight to save downtowns is a fight to save something that no longer serves the function for which it was built. Nor does he think we can build back into an area that which has left the area for one reason or another. We have to look at the core area of cities in terms of the functions it can serve at this particular time. We must look at what is reasonable for and desired by the whole community when attempting to reshape such an area.

Regarding the financing of any civic improvement, Mr. Blumenfeld says that the essential thing is community agreement on goals. Money can be found for anything the community really wants.

Dr. Yi Fu Tuan, Professor of Geography, UNM, gave the last speech. He spoke with a historic and intercultural breadth which was delightful and instructive. He pointed out that large cities in the



west are relatively recent phenomenon. A century ago, only two European cities, London and Paris, had more than a million people, few had more than 200,000. In China, on the other hand, cities have long been established. During the tenth century with the growth of commerce, cities developed on a vast scale. Four cities in the 13th century exceeded a million population and their physical sprawl approached that of modern metropolitan centers.

Dr. Tuan spoke of the growing national population of the United States (300 million by 2000) and the resultant megalopoli that would result. It is estimated that the area between New York and Chicago, or even Kansas City, will be built up solidly, to say nothing of the section from Boston to Washington. He commented next on the physical strain of commuting to work. Studies have indicated that the pulse count of a commuter driving in traffic is greater than that of a newspaper editor during the final hours before going to press. Furthermore the peaks of strain come at the very times (early morning and late afternoon) when the hormone level of the individual body, and hence the supply of physical energy, is lowest. Often we are unconscious of this physical strain, but it may take a higher toll than we realize.

The discussion got off to a good start when Brad Kidder asked the panelists whether centralization of government offices would not in itself create a downtown? This touched off a lively exchange between Mr. Blumenfeld and Mr. Ford. The former said that government offices could really be placed anywhere, though he conceded that where ever they were placed, they would create a need for a certain number of restaurants and retail shops. He reiterated that he was not concerned about *Downtowns* per se, but with the types of usage which operate efficiently together to form a functional unit. Only when Albuquerque has decided what functions are to be performed downtown can that area be properly designed. He suggests submitting this decision to a popular vote or to experts in a planning department.

O'Neil Ford took exception to such procedures. The creation or preservation of a downtown is not a matter of voting or administrative decision but one of enticing people to come to the area. If a downtown has character enough to identify it, to differentiate it, people will be attracted to it. New Orleans has never lost shoppers to outlying centers because it is so attractive an area to go to. San Antonio's downtown is staging a comeback because people are discovering it is more fun to shop there than at dull suburban centers. The trouble with Albuquerque or Stockton, California or Denton, Texas is that there is nothing in the center of town to attract people. If this could be created honestly (he does not approve of Old Town), people will come.

Professor Caplan agreed with Mr. Ford, but he phrased his observations in terms of "need satisfaction." The need for direct communication once led business men to congregate in a central area. As this need no longer controls, a central area today can only succeed if it furnishes the shopper's social, aesthetic, and economic needs better than the outlying shopping center which is probably more convenient for him to get to.

Professor Tuan commented on the effect of the environment upon the social pattern developed by the community. A square invites people to congregate, a street such as Central Avenue merely leads people through. Studies of Chinese villages have shown that where a fragmented terrain in south China left no room for a village square, there was little communal life. This contrasted with northern villages which customarily are grouped around a plaza and where communal life is strongly developed.

The last part of Friday's discussion emphasized the responsibility that each individual has to participate in civic affairs and to see to it that planning or other civic decisions are made intelligently and fairly. If the individual has not participated actively in the decision-making, he has no grounds for later complaint.

#### *Saturday morning session*

Saturday morning the convention reassembled to consider "Urbanization in New Mexico." Architect George Clayton Pearl of Albuquerque spoke first. His nostalgic and un-optimistic observations about the changes that are taking place in our state at present express a feeling that all of us have experienced at one time or another. Because these remarks are so poignantly and whimsically expressed and because they had been written out, we print them in full.

"For several years I gave all of the time I could spare to working for the preservation of historic buildings and sites. During this time I can't remember anything which we managed to preserve, except several dozen file drawers full of saddening correspondence. These years saw the destruction of almost everything, from McKim, Mead and White's Pennsylvania Station in New York, to Sullivan's Garrick Theatre in Chicago, to the Solomon Luna House in Los Lunas, right under my nose.

"The reasons were clear enough—there was no federal money available, and the public did not care very much. After a few years I found myself with the conviction that we should use what small funds we had to commission poets to write elegies to these great structures, and then let them go.

"It is extremely difficult to preserve an anachronism and extremely expensive. A few years ago the owners of Frank Lloyd Wright's Unity Temple in Oak Park offered to give the building to any organization willing to restore and maintain it. No one came forward, and no federal funds were available. I would wager that within twenty years any of us could have as a gift the Parthenon if we would agree to sweep it out once a week and keep the taxes paid.

"This preservation of anachronisms is an extremely moving subject to me because the community in which I live and participate, my land, my house, even myself—we are all parts of an anachronism which is being eaten up by the city yet which I would like passionately to see preserved.

"It is likely that I am the least urban person in this room. It is not that I have migrated from the city but rather that I have never had to live in one except for short sentences during school and the war. I am tempted to say that I detest the city, but this is not entirely true. I am deeply devoted to





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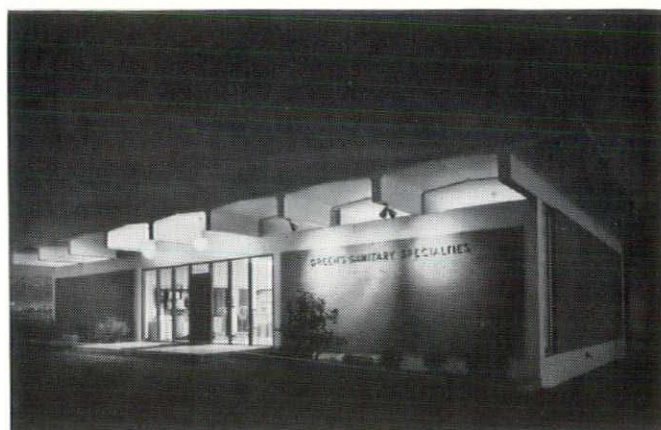
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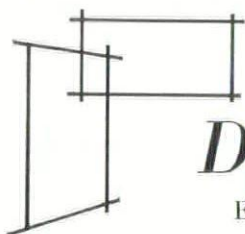
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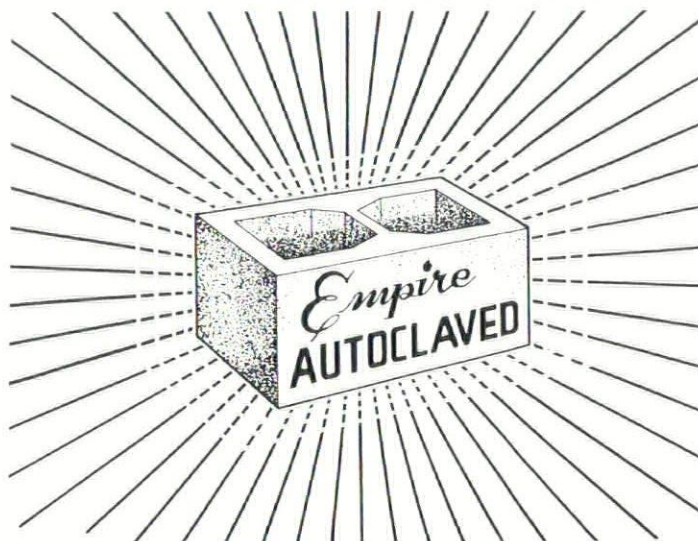
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many cities—I find them exciting places to *visit*. Yet I also find them wretched places in which to work, and I would be extremely alarmed at the possibility of having to *live* in one of them again.

"Finding myself the only architect on a panel devoted to urbanization in New Mexico, I feel about as representative and loyal to my profession as the airline stewardess who buckled on her parachute, opened the emergency door, and just before she bailed out turned to the passengers and said, 'Please be calm. There is absolutely no danger.' Well, very likely, her parachute did not open, and very likely too the aircraft got through the bad weather and made a safe landing.

"In the small island of the nineteenth century in which I mostly live, I can see sure signs of disintegration. As I work in the city and live in Tomé at night and on weekends only, I was probably one of the first signs of disintegration. Meanwhile, Albuquerque shows an increasing striving toward becoming a more human place in which to live. Still, I did not expect to move to town for another decade or so, and by that time, the town will likely have moved to me. I would not choose to live in this or any other city I know because they are all painfully offensive to my ears, my eyes, my nose, and because they waste my time.

"I am deeply saddened by the disintegration of the old social cohesiveness and order which used to exist here and the moribund remnants of which I still enjoy in Tomé where I live. My urban friends insist that their communities are still socially structured and unified. They do not know any of the families on their block, but they have the P.T.A., and the Four Hills Country Club, and Winrock. I grant them their point.

"But the disintegration of society is something which we can do nothing about and to which we may, perhaps, be able to adjust. There is nothing else which I find painful about our cities in New Mexico which has not been caused by the automobile and nothing which I feel could not be corrected by adequate control of the automobile.

"Let me tell you about the relationship between myself and my car. I am deeply indebted to my car—it gets me out of town. It enables me to escape from an environment which I find hostile into another in which I feel at ease. At the same time I am as frightened of my car as I would be of an atomic weapon in my courtyard. The automobile has been this instrument with which society has destroyed much of the world in which I felt comfortable. And I believe that if we allow the automobile to keep the upper hand, it will destroy all that I value in this land.

"I am optimistic about our ability, as a people, to control the automobile and to restore the land, either before or after all of it has been covered by traffic ways, parking areas, dead car depositories, and Princess Jeanne Parks.

"By control of the automobile, I do not mean the building of more traffic ways or more parking structures around the urban core, the central area, and certainly not in Tomé. By control of the automobile I do mean building fewer and fewer of them. I mean the gradual replacement of the automobile in urban and suburban areas by adequate transpor-

tation systems, owned by all the people. Transportation systems which are quick and quiet, which do not give off stifling exhaust fumes, and which go under or above ground whenever they interfere with the other means by which the automobile could be controlled—the almost lost craft of walking.

"I am well aware of the enormous problems which such a change involves: the governmental problems, the problems of financing the transportation system, the problems of finding other work for the vast numbers of people who make their living from the automobile. But this, I think, is not an architectural problem. Why else do we have economists?

"But clearly, it is going to be necessary to replace mere reaction against what has happened with design of what is going to happen. And I agree that the architect does have a role in designing what is going to happen. My point of view is way out (way out *back*, if you choose) as to what this role of the architect should be.

"There are many current definitions to choose from. The most devastating one which I recently heard defines architecture as that branch of advertising which provides exciting support and concealment for mechanical equipment—in ever-flowing varieties.

"An extremely popular image, I think, which the architect has of himself is that of practitioner of the priesthood who, assisted by the other fine arts as acolytes, can save society by telling it precisely how and where to live. He feels that he can save cities by the titillation of the senses of the populace through the clever manipulation of space. (These are the ones who think that the Greeks just happened to produce some great buildings).

"My own definition of *my* work is that of producing objects which have a material function and through which society expresses itself. I do not feel qualified, nor do I feel that architects in general are qualified, to write a program for the physical environment of the "great society," — or even for our own. Given the program, I feel that we are most qualified to give physical expression to it. That, I think, is our social function.

"Who, then, do I feel should write the program? The social scientists, of course. And where are the social scientists? I have the impression that they are all working away in their laboratories and classrooms, and that they will very likely have gathered enough data to publish some useful results by the end of the century. That is to say, too late."

—George Pearl

The second speaker, Mr. Milt Andrus, Chief, Industrial Division, New Mexico Department of Development, stressed four points in his most interesting talk: 1) As a vacuum area New Mexico will attract many people living now in other areas; 2) This will necessarily be true if New Mexico expends its water resources economically and thus attracts industry; 3) Architects must work in close conjunction with planners, etc. in order to create satisfactory homes and work places for millions of people; 4) The homes and buildings of tomorrow to satisfy human needs must be of a permanent nature and must be cheaper than they are today.



As Arnold Toynbee has observed, there is a world-wide tendency toward the development of the city-state (cities grown together so that no intervening country remains). In Australia, for example, the country's eight million population is concentrated in only five principal cities, each with a million or more people; ninety percent of Japan's huge population is concentrated along the seashore of the country's three main islands. In the United States megalopolis is presently emerging in many areas: Boston-Washington, to mention the most obvious. In the west this development is also to be seen. The 70 mile interval between Denver and Pueblo is rapidly filling in. Even New Mexico shows signs of such concentrations in the Santa Fe-Albuquerque and the Las Cruces-El Paso areas. Mr. Andrus also sees a third area of concentration in the northern part of the state along highway 64.

Despite New Mexico's present dispersed population and lower birth rate, the speaker feels that the area cannot avoid a rapid population increment if for no other reason than population pressures which will develop elsewhere as the world population swells from three to six billion within the next 30 years.

A factor effecting growth is the use made of water. A study published in *Scientific American* in 1963 indicates that water used for domestic purposes creates new wealth at the rate of \$500 per acre-foot; water used for agricultural purposes, at rates from \$400 to \$700 per acre-foot. In contrast to this, water employed for industry returns from \$3000 to \$4000. Clearly water of the Southwest will have to be used in the latter manner, and this will support the increased population.

Finally Mr. Andrus pointed out that, as he saw it, the challenge to the architect lay in providing housing which gives a sense of security and permanence — this in spite of the increasing mobility of our society. Regarding our changing society he cited Peter Drucker as saying that 37% of the people now gainfully employed in America are engaged in manufacturing articles or performing services which did not exist 15 years ago. In New Mexico, for example, Mr. Andrus said that the first major motel in Tucumcari was built just 15 years ago.

Mr. Don Rider, Director of the New Mexico Municipal League, encouraged New Mexico cities to grow along the same lines they have during the past 30 years. After summarizing the reasons for which people have moved to cities (choice of job, choice of social environment, educational-cultural advantages), he spoke of the greater social problems which attend urban life. He viewed the rapidly changing physical face of the city as an ever-greater architectural opportunity for the designer, and he recommended planned obsolescence of buildings as an architectural asset. He looked upon downtown areas as obsolete, and he envisioned more or less self-contained communities grouped about a shopping center or factory, but large enough to support a high school as ideal. Cultural and entertainment needs can be satisfied by yearly trips to centers like New York or San Francisco!

Mr. Rider feels that New Mexico is in a fortunate position to develop such a pattern because of the even regional distribution of its towns and because these centers, being for the most part small,

can benefit by the mistakes made by communities in other parts of the country.

Dr. Lester Libo, Associate Professor of Psychology, UNM Medical School, made some extremely informative remarks on the interrelation of psychology and architecture. He began by citing several studies which have probed people's psychological responses to the architectural environment. In particular he mentioned Good's *Therapy by Design* and the substitution of smaller, more personal spaces for the old-fashioned Kirkbride Wards in the design of mental hospitals.

Dr. Libo addressed his principal remarks to the basic human needs that could or could not be satisfied by design. He mentioned two basic human requirements: contact needs (need for closeness, for interdependency) and mastery needs (need for accomplishment and a sense of control). He then compared the ways in which these human requirements are satisfied in urban versus rural environments. Residents of a rural environment feel closer to their society as long as they conform although they may feel powerless in a broader social sense. The urban resident may feel less directly involved with his community but might gather a sense of strength through identification with his larger community, i.e., the urbanity of the New Yorker. Dr. Libo pointed out how the urban environment offered a larger choice for employment, social environment, services, and education. There is more privacy in the city, but this is achieved at the risk of anonymity. And finally he spoke of the different kinds and degrees of family relationships experienced in the two environments.

Dr. Rudyard Goode, Associate Professor of Business Administration, UNM, spoke on the economic advantages of the city as a unit of organization vs. the "city as a prison," i.e., the restrictive influence of the city. He pointed out the existence of "economies of scale" in such matters as sewage disposal and the distribution of products. He spoke also of legislative reapportionment, which was bound to come about, and he predicted that city-dominated legislatures of the future would have the power to deal with such problems as mass transportation and the urban environment. He felt that at that time the architect would be given the resources and asked to deal with planning the environment for the whole man.

In the ensuing question and answer period Bob Riley asked the plaintive but pertinent question, "What can the individual architect, involved in private practice and not working for the state, do in designing his *next* building to modify the destructive tendencies of modern cities — this when the human spirit is satisfied not by the single building but by the community?" There was no answers except Dr. Libo's remark that the architectural profession was not alone in facing this dilemma of specialization and isolation.

Harvey Hoshour asked Dr. Libo whether, in the eyes of psychology, local architects were on the wrong track in their attempts to redefine and recast the Albuquerque Downtown? Was there, indeed, a sound psychological basis for an urban center? Dr. Libo said that they were decidedly right. Each person, he felt, needs ready access to his "cell" — a



place to relax, a place for privacy. Equally, however, he needs a place to expand. A city should be *grand*. It should have a place where cars do not interfere with the pedestrian, but it should also be more than a collection of stores. "A sense of grandeur does not come from going from Woolworths to Lerner's." The individual needs to be able to *go* somewhere in the city where he can soar through identification with something in his environment.

Mr. Andrus, in response to a question, spoke of the need for Albuquerque, or any town for that matter, to develop an awareness of its unique character. The existence of this quality can develop a great sense of satisfaction for citizens and a unified civic spirit. Dr. Libo corroborated this statement and added that the individual tends to identify with some aspect of his community and thereby derives a sense of strength and security.

Bob Riley injected a note of pessimism when he queried whether people really wanted old fashioned grandeur, whether we were developing into a rootless society where all that people desired was to get in a trailer and roll along some highway, whether we were losing our desire to identify with a stable community? He wondered if the future lies not in continuing the great urban environments the past has known, but in a temporary aggregation of semi-mobile units, planned to become shortly obsolete? Or does the human spirit demand more than that?

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The lively cocktail hour was hosted by the Edgar Otto Company. The lounge was hung with 23 entries for the UNM golf course club house, with 20 entries for the NMA photographic contest, and with handsome displays of the Roswell Central Business District and Albuquerque Downtown.

The award banquet, held in the main dining room of the Alvarado Hotel, was attended by more than 80 people. The four *New Mexico Architecture* photographic awards (see page 28) were made by Co-Editor Bainbridge Bunting. Announcement of the eagerly awaited golf club house competition (see p. 20) was made by Van Dorn Hooker, University Architect. Mr. O'Neil Ford read the report of the jurymen.

Joe Boehning, President of the Albuquerque Chapter of AIA next presented an honorary membership in the AIA to Mr. E. B. Jackson of Santa Fe, editor of the widely read and highly respected *Landscape* magazine. After an introduction by Brad Kidder, State President of AIA, Mr. Jackson gave a most interesting talk on the changing townscape in New Mexico, the text of which is printed in full.

—B. B.

## THE URBAN ENVIRONMENT IN NEW MEXICO

*Banquet address by Mr. E. B. Jackson*

I am always a little apprehensive when I talk before architects. That is because I have great respect for them; I had wanted to be an architect myself.

I not only respect them, I sympathize with them. They are usually blamed when anything goes wrong in the environment. The magazine *American Forests* recently ascribed the poor ap-

pearance of highways in recreational areas to architects. Not that architects were supposed to have designed them; they were supposed to have acted as the public's artistic conscience and to have protested. And I am inclined to agree that that is one of their most important roles.

I am here to talk about the urban environment. As architects and teachers of architecture you know far more about it than I do. There is only one aspect of the topic I can discuss with any confidence, and that is the urban environment as we see it here in New Mexico.

I am not a native of the state, but I have lived here for more than 30 years. A good many of those years were spent exploring the Southwest. I have of course seen a great many changes in the course of that time, as we all have. You need not fear; I am not about to recall the old days in Santa Fe or Albuquerque or Las Cruces. All that I want to do is to remind you of the kind of change which has taken place in the urban environment of New Mexico. It is typical of the change which has taken place in every other part of America. But in this state it has been on a smaller and (with the exception of Albuquerque) on a less dramatic scale.

As I remember the towns of New Mexico during the Depression and immediately after the war, they were all of them small — Albuquerque when I first visited it had less than 40,000 inhabitants—they were all of them poor and subdued, with very little traffic, very little new building; and they were all of them pretty well concentrated, either along a main street or on a few built up downtown blocks. The picture I retain of Farmington in those days, or of Raton or Clovis is of a main street, solidly lined with one story buildings, with perhaps a cluster of two or even three story buildings at the most active intersection. The picture of Albuquerque or Gallup or Roswell is not much different, except there were streets parallel to Main Street or crossing it, which possessed a kind of urban density. Santa Fe and Taos were of course concentrated around their plazas. Old Town in Albuquerque in those days had no particular character. Strangely enough, the environments most nearly urban by Eastern standards were those of Las Vegas and Silver City.

The image of the city, the image of the average New Mexico town was, in short, very clear and easily understood. It was of a broad, quiet street lined by facades of greater or less architectural merit. To either side there stretched a grid pattern of unpaved residential streets, bordered by Chinese elms, finally vanishing into the rangeland.

I can't speak for others younger than myself, but to my generation this image was the traditional one: the city as a street (or pattern of streets) walled in and defined by architecture. It is the image most of us still have, I believe, of any great city: New York or London or Paris. We judge the wealth and beauty of an urban environment by this composition of street and facade, interrupted by an occasional monument or park.

This is why I became fond of that pre-war urban environment in New Mexico. It was shabby and without vitality; it had many empty stores and sad little WPA projects trying to beautify or improve the place, but it was compact, easily under-



stood, and a part of a well established classical urban tradition.

Since the war, this old fashioned urban environment has been almost entirely destroyed. Growth alone has not done this; as we all know many towns in New Mexico have not grown even though they have changed. What has taken place is an erosion, an eating away of the compact environment of Main Street as a kind of architectural public space between two solid walls of masonry and plate glass. More and more gaps appear, and wherever Main Street has grown in either direction this dispersed, interrupted urban environment has quickly come into existence.

Now there is nothing new in this observation. We are all familiar with the decline of the traditional street perspective, and we are agreed as to its causes. Generally speaking it is the result of downtown blight, of a flight to newer, more convenient parts of town. But not always. New type of business have evolved, and old types have tried to adjust to the automobile, and people buy downtown property for new reasons. There are drive-in establishments and parking lots, and service stations proliferate in a mysterious way on every downtown corner. These developments help account for the destruction of the old fashioned city environment. I am not concerned with establishing new reasons; I am concerned with the problem of how we are to devise a *new* image, a new criterion for judging the appearance of cities, especially here in New Mexico.

What have we lost? We have lost or are in the process of losing the concept of civic facade architecture. To a gathering such as this one the loss will seem unimportant. We have long outgrown any respect for period ornamentation stuck onto the front of a building. Nevertheless it is an event of some importance when we break with a centuries old convention.

The second loss is this. The street is no longer the extended environment of the buildings fronting onto it, nor of the people who live on either side. It is no longer defined in terms of its flanking walls, it is defined in terms of its origin and destination. It belongs to the traffic. It is scarcely necessary to point out how the pedestrian is more and more confined to an increasingly narrow catwalk on either side of the stream of cars; a catwalk shorn of its shade trees, interrupted every few yards by drive-in entrances, alleys, parking meters. We are forbidden to cross except at prescribed places and at prescribed intervals. The view is interrupted by parked cars and signs intended for the motorist. I am not saying that these restrictions and inconveniences are not justified. On the contrary, the more numerous they become the sooner the pedestrian will abandon Main Street for some other more congenial area. I am merely saying that they make the street something entirely different from what it was a generation ago. And this is as true of Tucumcari as it is of Albuquerque.

The traditional street architecture is gone, and the traditional street is gone. What have we gained by way of compensation? At the moment, not very much; potentially a great deal. Potentially, a new kind of urban environment.

Let me remind you for a moment of what the newer parts of our town look like. Think of almost any block along East Central, say east of Carlisle. Eliminate, if you can, from your mind's eye, all the distracting neon signs and advertising gimmicks, and try to pay no attention to the garish architectural details. What you have is a series of highly diversified structures, all of them free standing, all of them with their own organized outdoor space, all of them adjusting themselves to movement on three sides, to movement on the heavily traveled street outside, and to their own mutually competitive presence. What you have here, in short, is the makings of a totally new kind of urban environment.

I shall say nothing about the architecture of these structures; I imagine that is a sore subject with all of you. But let me say somethings about the relationships between them. They are essentially a series of more or less temporary small business establishments, most of them drive-ins, and all of them adjusted to the automobile: motels, hamburger stands, used car lots, service stations, surplus sales, trailers, etc — most of them, incidentally, post war phenomena. As I mentioned, they are all of them free standing, totally unrelated, structurally as well as esthetically, to their neighbors. But what is more significant, I think, is that they all have at least 2 sides facing the public, and often 3. This means that the street facade has lost its priority; it means that the street is no longer the only public area that counts. It means that gradually these commercial blocks are turning inward; and they would turn inward much more quickly if there were access from the other side.

What seems to be evolving in this part of town is a remarkable variety of areas between the structures: alleys, parking lots, delivery areas, paths and vacant spaces, all flowing into one another and all (or almost all) open to the public; a variety of levels, a variety of surfaces, a variety of boundaries, such as our towns have never known before.

I am far from being enthusiastic about the present treatment of these open areas; I don't wish to be misunderstood on that score. At the same time I find it interesting to see how they are being put to use. Gradually, without any prodding from architects or urban designers, the spaces are coming to life: they are becoming the setting of the type of public activity which used to enliven our streets, but which we have banished in favor of fast flowing traffic. Instead of having blank side walls, stores are beginning to have entrances onto parking lots or empty areas. Benches and tables appear around the drive-in refreshment stands. People do odd jobs outdoors in these areas, children ride bicycles over the different surfaces and under the marquees of service stations and Dairy Queens. Trucks sell watermelons, and those displays of giant colored photographs of the Grand Tetons are more or less permanent features. There are even new and elaborate social rituals among teenagers who patronize the drive-in establishments. There is nothing very picturesque about all this, but on the whole it seems to represent a revival of informal urban life, and it could not have taken place had it not been for these open public spaces.



I hesitate to call these off street drive-in areas a form of vernacular urbanism, because the phrase sounds condescending. But that is what it is. Moreover, I think it will continue to evolve along every main street. But the time is not far off for architects to study these areas and offer a little guidance. I like to think that the Department of Architecture, here at the University, is among the first institutions to show an awareness of this development.

What is obviously needed in these groups of free standing, auto-oriented enterprises is a flexible, overall plan to encourage access from two directions; at present they are too dependent on the presence of Main Street. What is also needed is some sort of coordination so that these spaces can flow from one to another without interruption. But I would be very uneasy if there were any attempt at economic or artistic control. The shopping center, from the urban point of view, is usually a catastrophe simply because of an imposed uniformity. They may be convenient, and they are certainly profitable, but they are nevertheless boring — socially as well as esthetically. No one can say that East Central (or its equivalent in other New Mexico towns) is boring. It may be ugly, it may be depraved, it may be a menace to orderly development, but no one, I think, can deny its vitality.

So it is a question of how to preserve this variety and vitality, and at the same time make these areas a permanent and valuable part of the urban environment. And let me say at once that we will not reach a solution by thinking in terms of pedestrian malls or the Kasbah or downtown Istanbul. We are dealing with certain specific, very familiar areas in the towns of New Mexico. They are not unique to New Mexico, but I believe that because of our climate (which allows of much outdoor activity) and because of our predominantly blue collar society, and because of our architectural traditions we could very easily develop a regional kind of urban layout of real originality.

How are we to give these areas any form? How are the architect and the developer to produce an effective unity out of this welter of fly-by-night business enterprises, drive-in hot dog stands and vacant lots?

Let me suggest first of all how it is *not* to be done. It is not to be done by attempting to insert dwellings into the complex. If there is any American tradition which must be respected, regardless of what we think of it, it is the total separation of place of residence and place of business. The mixture of residence and place of work may be very successful in other cultures, but it cannot be imitated here.

Second, these areas are emphatically not for recreation. They are not playgrounds either for children or grownups, and they should not be treated as carnivals. And third, they should not be given form by being dressed up and stylized. I myself deplore the tendency among some designers to think that every off street area has to be elaborately landscaped and exclusively devoted to what are called boutiques, and exhibits of avant garde sculpture. This may prove successful in rich and sophisticated cities, but the average New Mexico town

simply cannot support expensive refinement of this sort. What I would like best to see in these spaces are run of the mill small businesses: liquor stores, electricians, second hand furniture dealers, shoe shine parlors and so on. I should not try to subdue the neon signs and the chrome trimmed facades; there should even be an element of skid row, since it is being outlawed or destroyed in most of our cities.

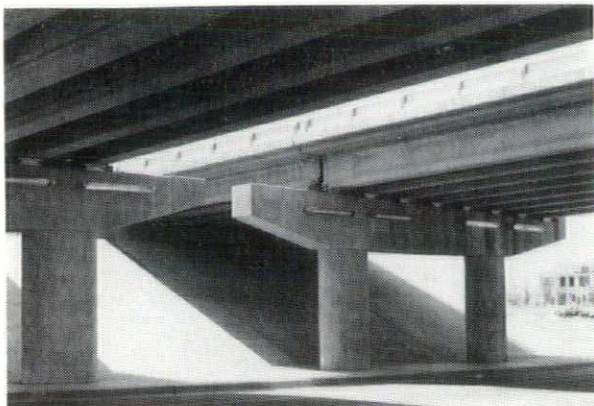
I see no reason why this kind of small business will not come to these off street areas, provided there are accommodations. It is my conviction that part of our downtown mess is caused by lack of suitable quarters for a great many consumer-oriented enterprises. Look at the list of tenants exposed in the lobby of any office building: along with lawyers and accountants and medical specialists you will find beauty parlors, watchmakers, commercial artists, tailors, even barbers — people who by rights belong where they are in close contact with the public. They are forced to locate in office buildings because ground floor rents are too expensive. They belong in these new areas.

I think we can foresee a continuation of this atomistic tendency in our towns. Hitherto solid blocks of construction will be perforated by drive-ins, parking lots and driveways, and by pedestrians. There will be more and more of the architecture of promotion and advertising. I think we can also foresee a continuation in the change of the role of the street. Main Street will become essentially an artery for fast through traffic and commercial traffic, and cease to be a part of its immediate environment. It was very encouraging to see the plan for the Roswell Central Business District as described by Ronn Ginn in the latest *New Mexico Architecture*. The emphasis there was no longer on street improvement, but on street adaptation, and particularly on an imaginative use of the spaces within the blocks. I hope the plan is imitated elsewhere in the state. But I think we must be careful not to produce exclusively pedestrian precincts. The automobile is too important not only in our workaday existence, but in our leisure and social existence, to be kept out of any part of the city.

To revert to my own experience of the urban environment of New Mexico, I now find that like many other visitors to Albuquerque I automatically go to the newer, dispersed part of the city, just as in Santa Fe I do more and more of my business along Cerrillos Road. This is largely a matter of convenience. But I have also learned to find certain urban values in these areas, and I like to think that over the course of years I observe a gradual evolution toward coherence and form. It remains of course for architects to discover the more subtle potentialities in these off street areas and to give them a functional quality. I doubt if many of us live to see the New Mexico urban environment transformed in this manner. But the transformation has begun; the new image of the city is gradually taking shape. With good will and a certain amount of perception we can already discern the coming urban values, the values which will eventually replace Main Street with its wall of facades as the symbols of the urban environment.

—E. B. Jackson





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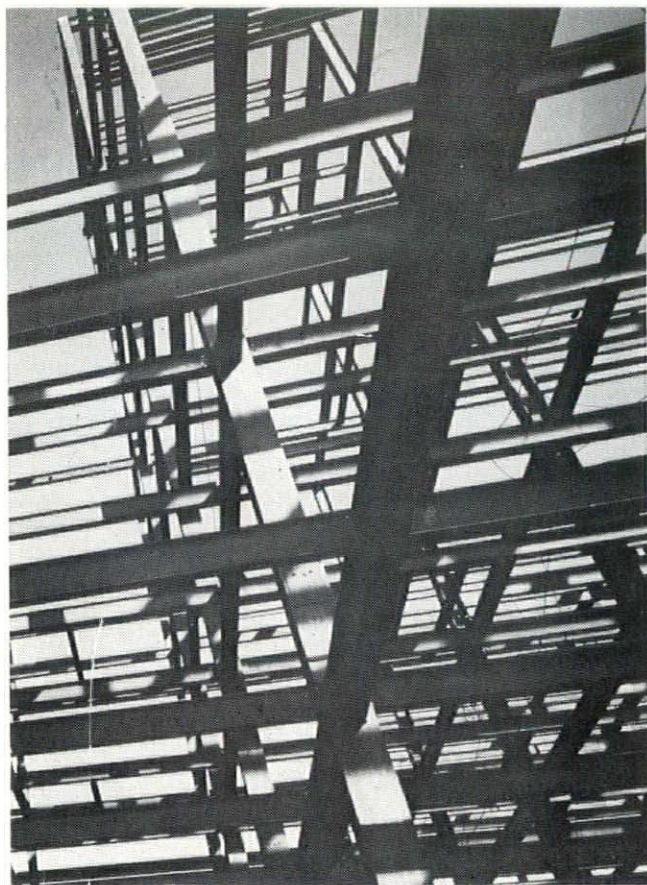
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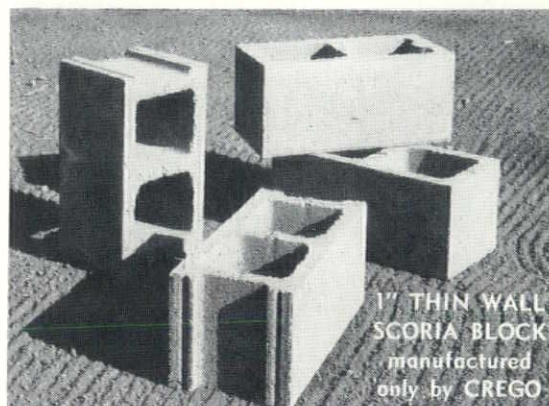
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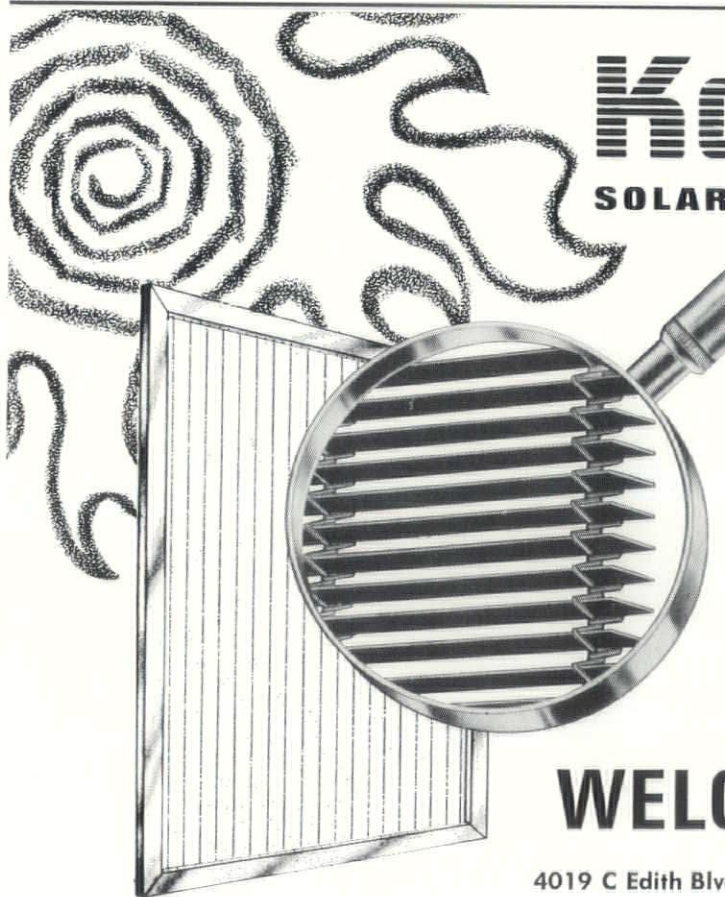
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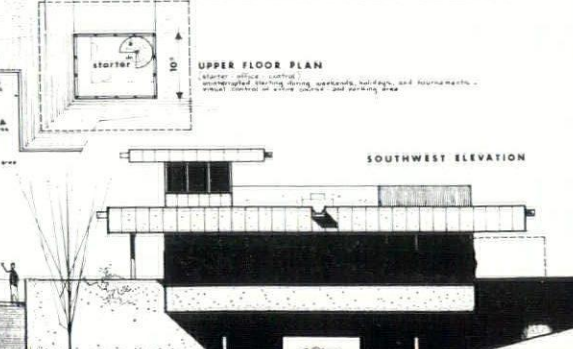
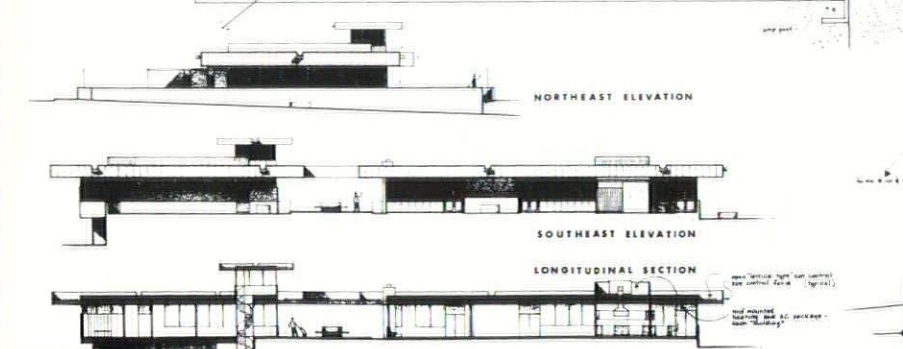
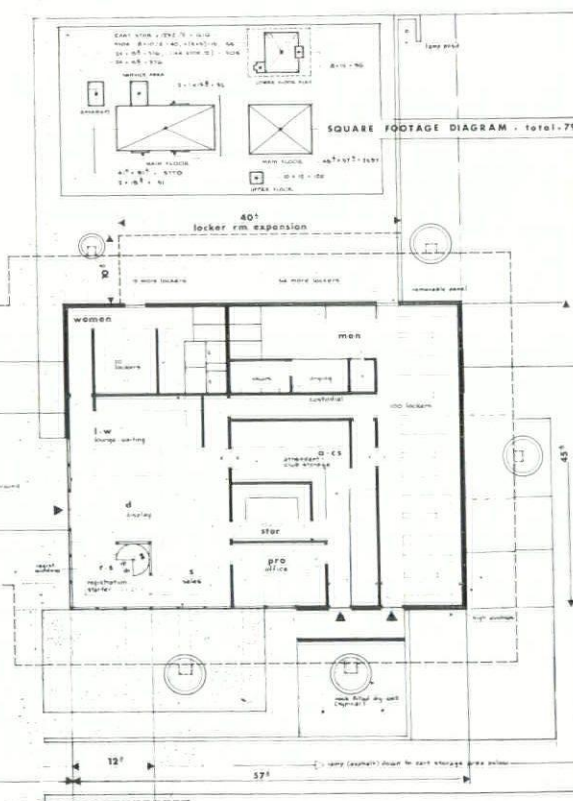
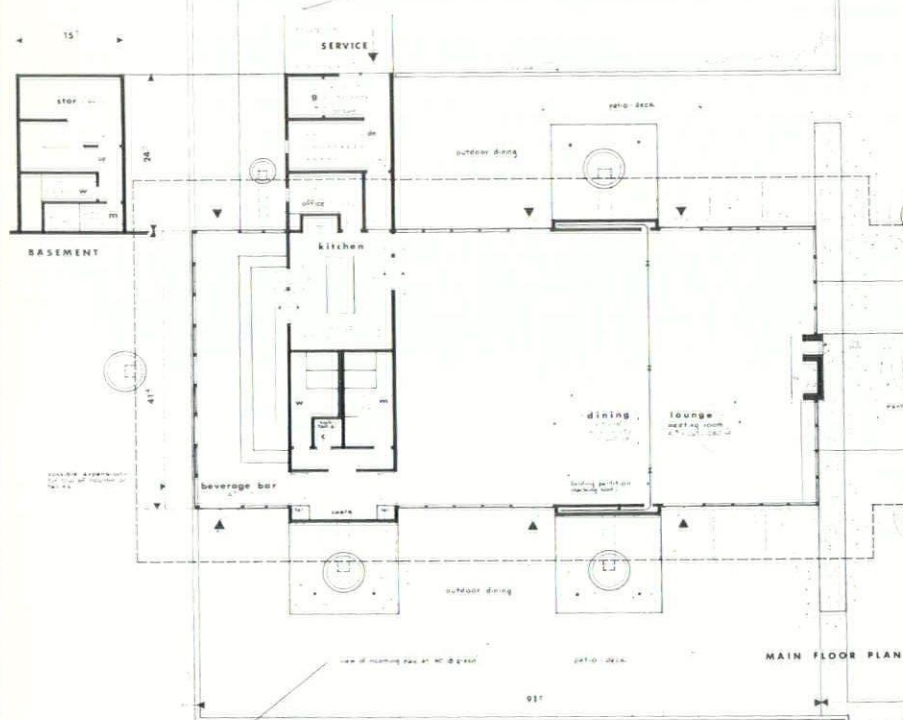
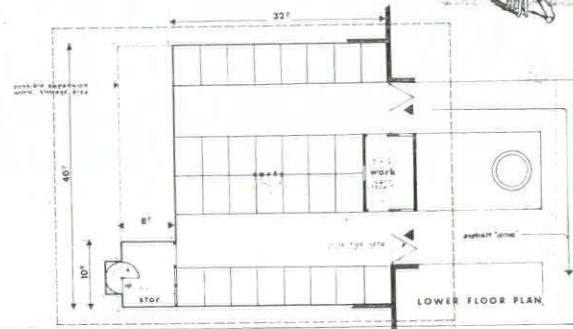
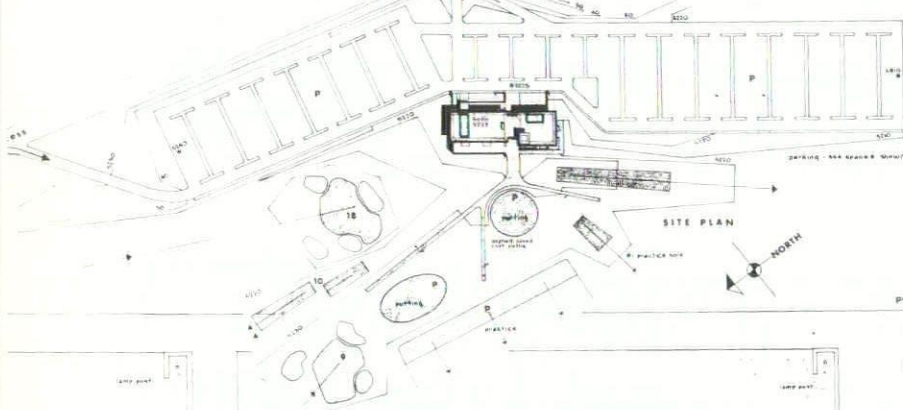
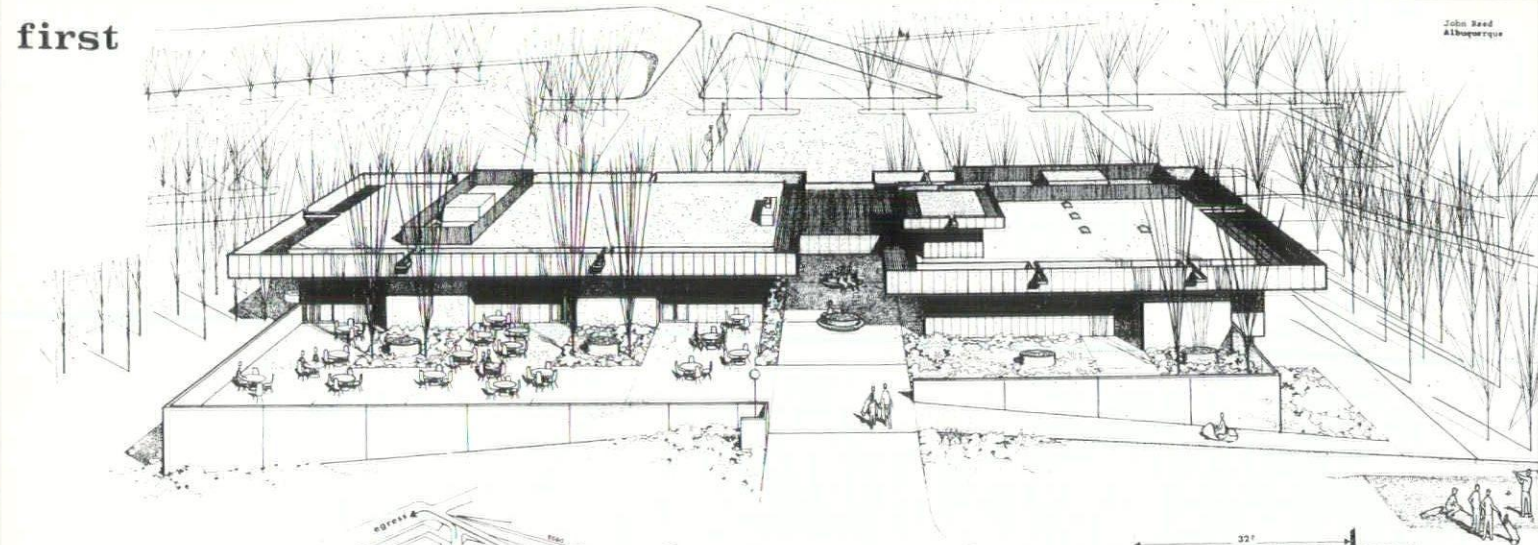
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# WINNING DESIGNS

## Competition for the UNM Golf Course Club House

**First Place - John Reed**

**Second Place - McHugh, Kidder & Plettenberg**

**Third Place - John Varsa**

**1. PROPOSED BUILDING:** The Regents of the University of New Mexico propose to erect a Club House on the Golf Course now being constructed east of Interstate Route 25 near the junction with Rio Bravo Boulevard, South West (State Road 37) as shown on the enclosed site plan, Sheet A.

**2. AUTHORITY:** The Regents of the University of New Mexico have authority to select an architect to prepare plans for, and supervise the erection of, the building.

**3. TYPE OF COMPETITION AND A.I.A. APPROVAL:** This is a class A-type competition as defined by the American Institute of Architects. The text of this program has been approved by the American Institute of Architects by letter to the Professional Adviser.

**4. ARCHITECTURAL ADVISER:** The Owner has appointed Van Dorn Hooker, AIA, the University Architect, Box 18, University of New Mexico, Albuquerque, New Mexico, as Professional Adviser to prepare the program and advise with conduct of the competition.

**5. THOSE ELIGIBLE TO COMPETE:** Participation in this competition is open to all architects resident in, and licensed to practice in, the State of New Mexico (as so registered with the New Mexico State Board of Examiners of Architects as of 1 March 1965) and who have not previously been commissioned by the University of New Mexico to perform architectural services. Excluded from the competition are the members of the Jury and their partners, associates and relatives; the Professional Adviser and his associates, employees and relatives. Final determination of eligibility rests with the Professional Adviser.

**6. JURY OF AWARD:** The Jury of Award which will consist of the following members: O'Neil Ford, FAIA, San Antonio, Texas; Donald P. Stevens, AIA, Albuquerque, New Mexico; Tom L. Popejoy, President, University of New Mexico.

**7. AUTHORITY OF JURY:** The jury will have authority to select one of the designs submitted as the winning design, and will make such a selection unless no design is submitted which fulfills the mandatory requirements of this program.

**8. EXAMINATION OF DESIGNS AND AWARD:** The professional adviser will examine the designs to ascertain whether they comply with the mandatory requirements of the program, and will report to the jury any instance of failure to comply with these mandatory requirements. The jury will carefully study the program and any modifications thereof, which may have been made through communications, and will consider the remaining designs, holding at least two sessions, and considering at each session all the drawings in competition, and will select the winning design and the classification of prize winners, by secret ballot, and by majority vote, before opening the envelopes which contain the names of the competitors.

**9. AWARD OF CONTRACT FOR ARCHITECTURAL SERVICE:** The owner agrees to employ as architect for the proposed building the author of the design selected by the jury as the winning design. The contract between the winner and the owner shall contain "Conditions" hereinafter stated, and the contract will be automatically closed when the envelope containing the name of the winner is opened. If in the opinion of the owner, the winner is lacking in experience, the owner may require him to associate himself with another architect, selected by the winner and acceptable to the owner. In any case, the winner, if he chooses may associate himself with a firm acceptable to the owner. The winner of the competition will also be awarded a contract for architectural services for design and construction of a golf course maintenance building, and golf course rest room facilities.

**10. REPORT OF THE JURY:** The jury will make a full report which will state its reasons for the selection of the winning design and its reasons for the classification of the design placed in order of merit, and a copy of this report, accompanied by the names of prize winners, if prizes are given, will be sent by the professional adviser to each competitor.

**11. COMPENSATION TO COMPETITORS:** The owner agrees to pay to the successful competitor within ten days of the judgment, on account of his fee for services as architect, one-tenth of his total estimate fee. In full discharge of his obligation to them, the owner agrees to pay the following prizes to the authors of those designs ranked by the jury next to the successful design: To the design placed second, \$750.00. To the design placed third, \$500.00.

**12. EXHIBITION OF DRAWINGS:** It is agreed that no drawings

shall be exhibited or made public until after the award of the jury. There may be a public exhibition of drawings after judgment, and all drawings, except those of the successful competitor, will be returned to their authors at the close thereof. It is further agreed that the owner may publish any or all of the drawings as he sees fit.

**13. USE OF FEATURES OF UNSUCCESSFUL DESIGNS:** Nothing original in the unsuccessful designs shall be used without consent of the author of the design in which it appears. In case the owner desires to make use of any individual feature of an unsuccessful design, the same be obtained by adequate compensation to the designer, the amount of such compensation to be determined with the author and the professional adviser.

**14. REGISTRATION (mandatory):** Every person intending to participate in this competition shall complete the registration form and return it, together with the registration fee of \$5.00, to the Professional Adviser not later than the date given in the SCHEDULE. Late forms will not be processed. A list of all competitors will be published and mailed to all competitors on or before the date given in the SCHEDULE.

**15. COMMUNICATIONS (mandatory):** If any competitor desires information of any kind in regard to the competition, or the program, he shall ask for this information by anonymous letter addressed to the professional adviser, and in no other way, and a copy of all pertinent question and the answers thereto will be sent simultaneously to each competitor. No request received after date given in the SCHEDULE will be answered.

**16. ANONYMITY OF DRAWINGS (mandatory):** The drawings to be submitted shall bear no name or mark which could serve as a means of identification, nor shall any competitor directly or indirectly reveal the identity of his designs, or hold communication regarding the competition with the owner or with any member of the jury, or with the professional adviser, except as provided for under "Communications." It is understood that in submitting a design, each competitor thereby affirms that he has complied with the foregoing provisions in regard to anonymity and agrees that any violation of them renders null and void this agreement and any agreement arising from it. With each set of drawings must be enclosed a plain, opaque, sealed envelope without any superscription or mark of any kind, triple-taped to the back of the submitted board, and containing the name and address of the competitor. These envelopes shall be opened by the professional adviser after the final selection has been made and preferably in the presence of the jury. The drawings shall be double wrapped. The inner wrapping of opaque paper shall bear no mark or identification of any kind.

**17. DELIVERY OF DRAWINGS (mandatory):** The drawings shall be addressed to the professional adviser: Mr. Van Dorn Hooker, AIA, Professional Adviser, University of New Mexico.

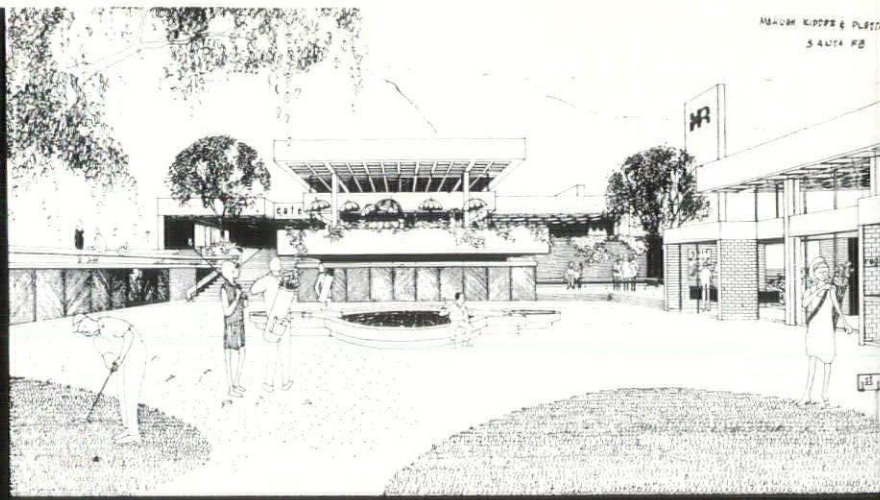
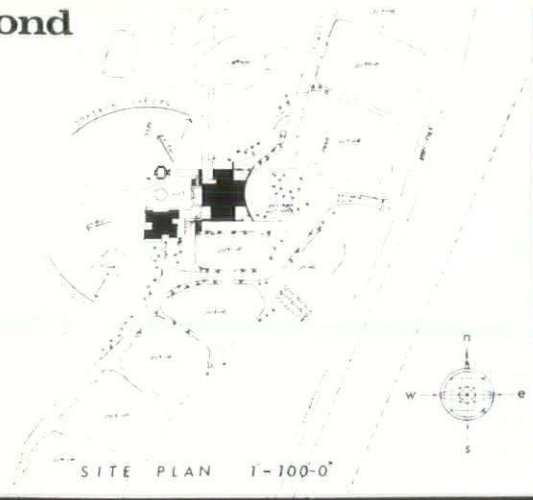
**18. SQUARE FOOTAGE:** The total floor area of the building shall not exceed 8,000 square feet. The square footage shall be so computed as to show as exactly as possible the actual area of the building calculated to the AIA Standard for the square foot measurement of buildings (AIA Document D-101).

**19. SITE:** The site is a parcel of land approximately 240 acres lying immediately east of U. S. Highway Interstate 25, a high-speed limited access highway. Access to the site will be from a paved four-lane road, a planned southward extension of existing University Boulevard. The location of this road is shown dashed on Sheet A. The ground to the west of the site slopes quickly down into the valley of the Rio Grande, and the site of the proposed Club House commands a dramatic view to the northwest. Prevailing winds at the area are from the southeast. The land to the south and the southeast of the site is owned by the University. No unusual subsoil conditions are anticipated. Sheet B shows a partial site plan of the area around the proposed Club House location.

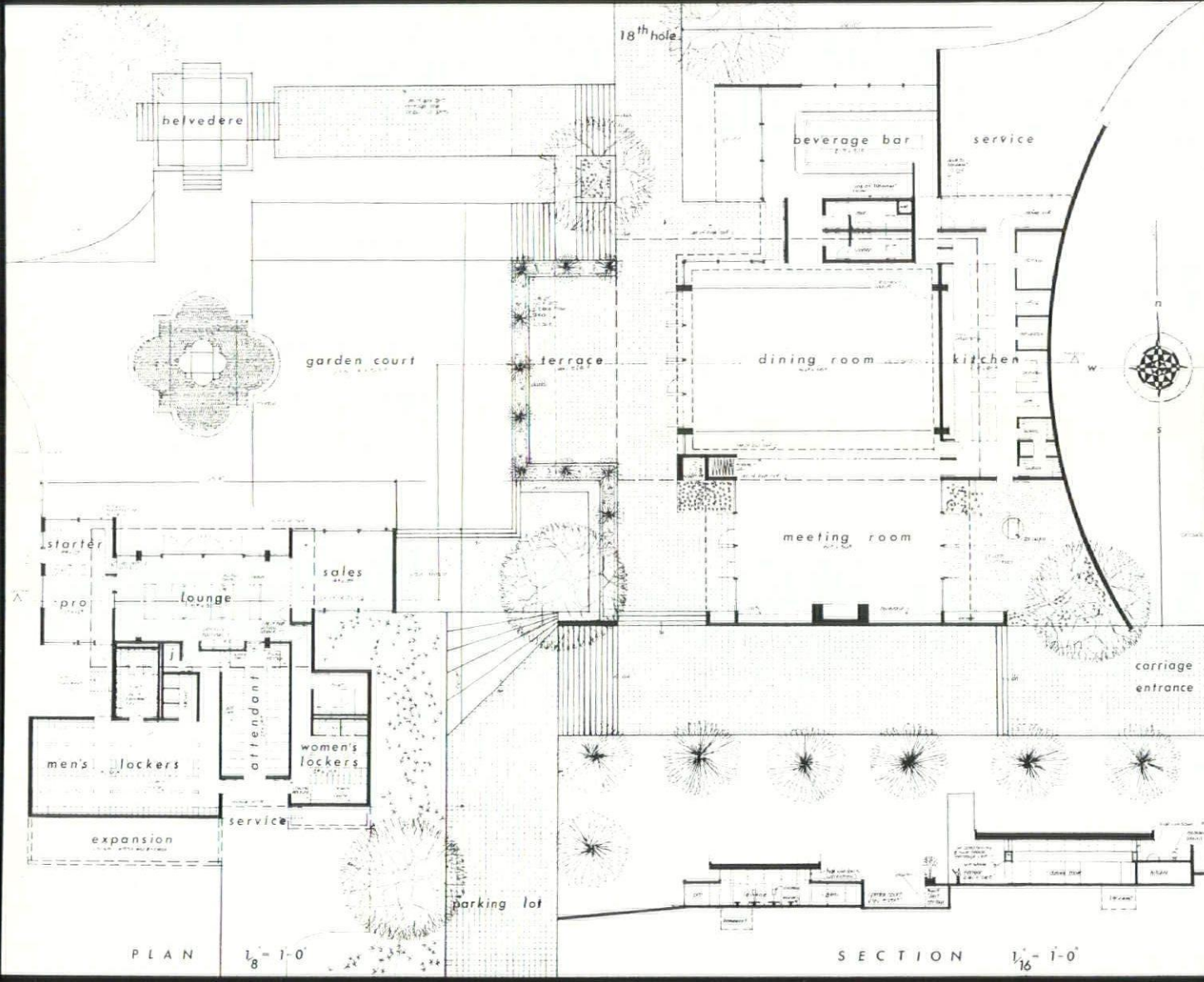
**20. DRAWINGS:** The drawings are to be as simple in character as possible, and shall include the following and no others, and shall be rendered as noted:

Building floor plans at 1/8" scale. One rendered elevation at 1/8" scale. Other elevations as required to explain the building at 1/16" scale. One cross section through building at 1/16" scale. Partial site plan showing parking arrangement, service drives, revised contours, orientation, direction of views, etc. at scale of 1" equals 100'. Rendered perspective in upper portion of sheets. A square foot diagram. In addition to the above draw-

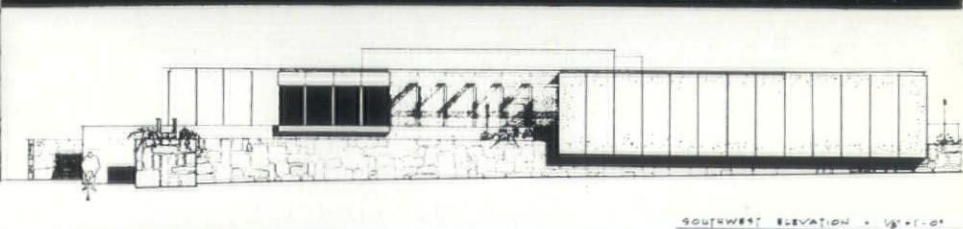
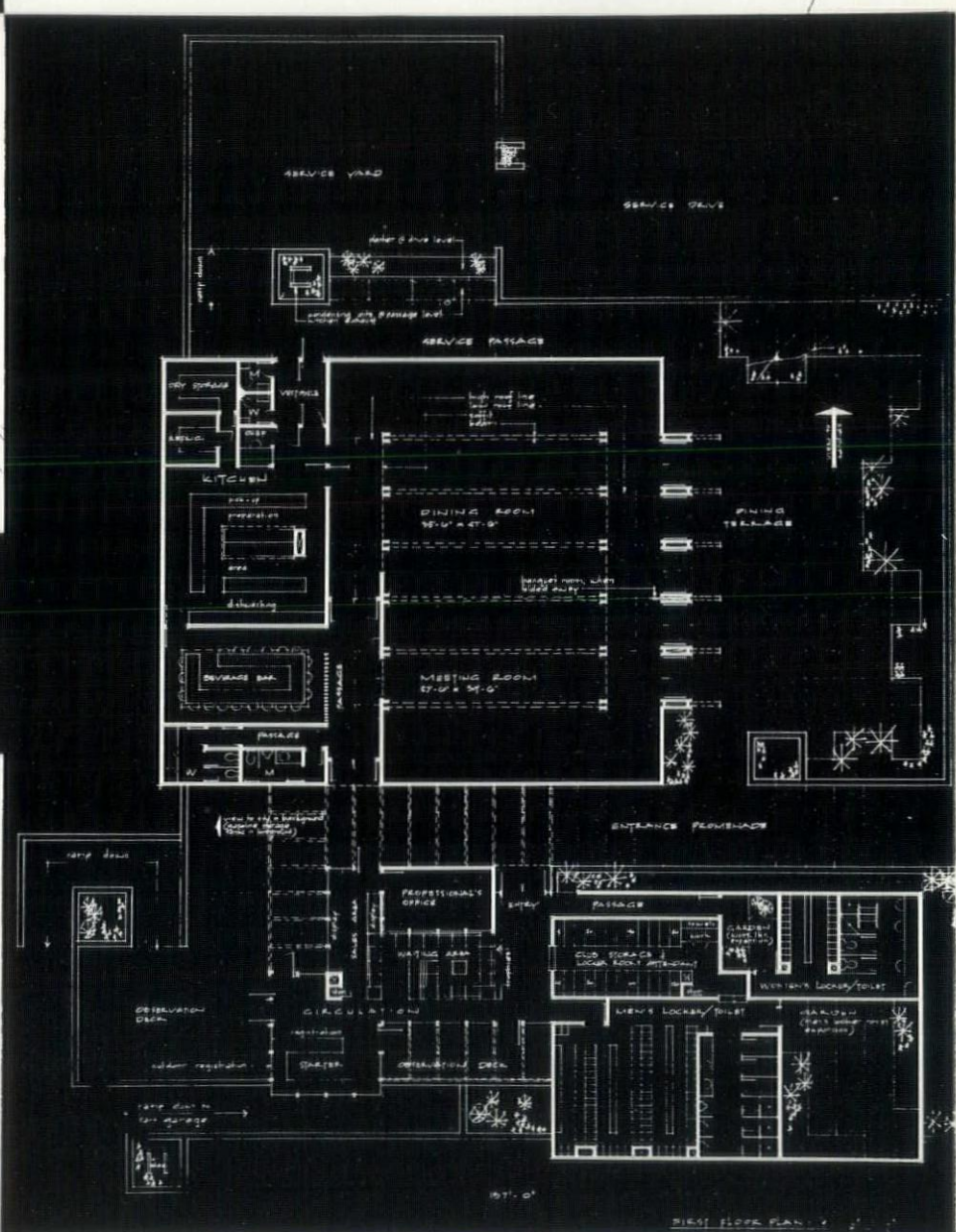
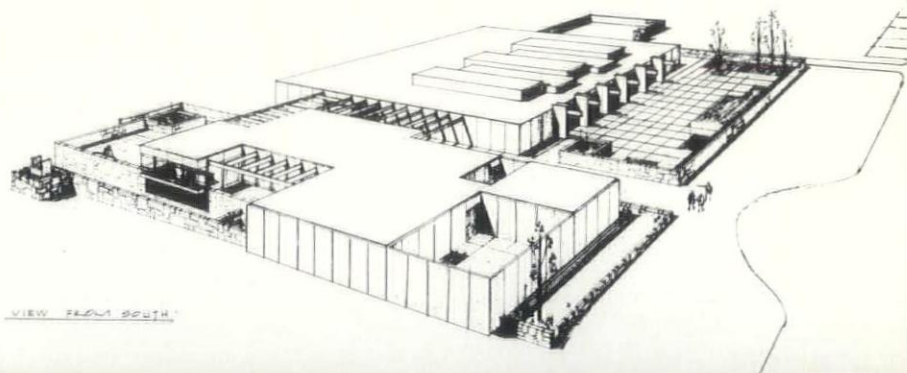




restaurant building, 4942 sf, golf club building, 2698 sf, golf cart storage, 360 sf, total, 8000 sf.

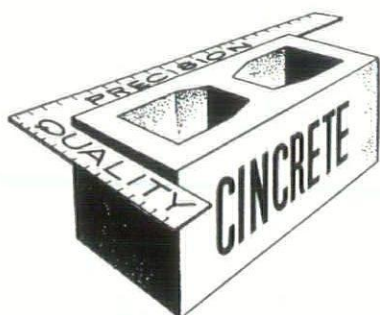




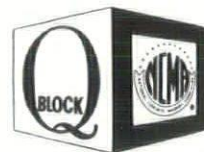


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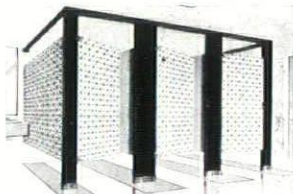
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ings, competitors may, at their option, submit a maximum of two black and white photographs of a model, the maximum size of the photographs to be 5" x 7". Any such photographs submitted are to be in addition to, not in lieu of, the required drawings. No actual models or color photographs will be accepted.

**21. SCHEDULE (mandatory):** Competition opens 9 April. Announcements of Awards on or before 18 June.

**22. PROGRAM REQUIREMENTS (mandatory): A. General:** The proposed Club House Building will be an integral part of the University of New Mexico Golf Course development. Construction of an eighteen hole course is now in progress, the layout of which is shown on Sheet A. The Club House is to furnish dining, waiting, registration, locker space, pro-shop, and other facilities as set forth below. All golf course facilities will be open to the public. The creation of a pleasant attractive atmosphere, similar to a country club, is a major aim of the program. The appearance of the Club House is of prime importance in the creation of such an atmosphere, and it should be designed as a special inducement to use of the course. It is conceived as a place where individuals and groups will want to come to eat, hold meetings, and congregate, as well as providing more utilitarian features for those using the course itself. Maximum use of the course will occur on weekends. At these times as many as five to seven hundred people may use the course between 10 a.m. and 3 p.m., with perhaps as many as two thousand people (including spectators) for major tournaments. All facilities will be open on a year-round basis, and provision should be made for use during cooler weather. Not all golfers are expected to use the locker room facilities; many will arrive already dressed for the course. The Club House is to control access to the course for these people, as well as for those using the locker rooms. Water is available from on-site wells. Sewage disposal will be by septic tank and disposal fields. Garbage collection facilities are available. Heating, cooling and cooking are to be by electricity. All public facilities are to be air conditioned. The construction budget for the proposed Club House is \$125,000.00, exclusive of fees. Facilities for storage and overhaul of golf course maintenance equipment (tractors, trucks, gang mowers, etc.) as well as gasoline storage, showers etc. will be housed in a separate maintenance building. The design of this building is not a part of this competition.

**B. SITE DEVELOPMENT:** Sheet A shows the planned development for the entire golf course. Competitors are to provide paved parking facilities for a minimum of 600 cars within the shaded area labelled "Parking Area" on Sheet B. For control purposes, access from the public road to the parking area should be at one point only. One way egress from the parking area to the public road may be provided at one or more other locations. The Club House is to be located in the approximate location shown on Sheet B. Existing contours are as shown on Sheet B. In no case is any part of the Club House or its outdoor facilities to be located within a two-hundred foot (200'-0") radius from the flag pin of either hole nine or hole eighteen as shown on Sheet A. In addition, it is desirable that the Club House be located within four hundred feet (400'-0") of the flag pins of both nine and hole eighteen. Grading in the immediate vicinity of the Club House is to be such as to minimize slopes for pedestrian and golf cart circulation to and from the course. No steps shall be permitted. Care should be taken to eliminate any hazardous icing conditions in this area, particularly in shaded spots.

**C. BUILDING REQUIREMENTS:** Competitors shall provide, within the gross total square foot area as set forth in paragraph 16, the following spaces. This list is not intended to include all spaces required. Competitors are to provide such circulation, storage, utility space, etc. as may be required.

**1. WAITING, REGISTRATION and SALES FACILITIES** to comprise the following spaces:

a. Small Lounge and Waiting Area: Comfortable, informal seating for 20-30 people. To be near main entrance, starter's office, and sales facilities. This space will be used primarily by people waiting their starting turn on the course, and is to be easily accessible to both parking lot and course. Provision is to be made in this space for trophy displays. Several small display facilities are preferable to one large one.

b. Sales Area: Space for display and sales of equipment, sports clothing, etc. should have prominent relation to Lounge and Waiting Area and direct access to Professional's Office. Provide glass top display counters and display cases for larger items such as clothing, clubs, etc.

c. Professional's Office—150 sq. ft. minimum: Some control over access to the golf course, and view of course are desirable. To be near Locker Room access, Lounge and Waiting Area, and Sales Area.

d. Starter's Office—100 sq. ft. minimum: This space is to have direct control over access to the golf course, direct control over first tee, and direct view of the entire course in so far as practical. All persons using the course will register here, and

starter will announce starting times over a public address system. Should have direct access to Lounge and Waiting Area and an outdoor registration window facility.

e. Storage Closet: To be directly accessible from Professional's Office and Starter's Office. Storage of office supplies, coats, etc.

## II. DRESSING FACILITIES:

a. Men's Locker Room: Provide space for 100 lockers, size 12" x 18" x 72". Provide bench space for all lockers. Provision is to be made for future expansion of this space up to a total of 150 lockers. Primary access to this space is to be from Lounge and Waiting Area.

b. Men's Toilet Facilities: Provide a minimum of three (3) showers with drying area or areas, and three (3) lavatories, three (3) water closets, and three (3) urinals. Primary access is to be from Men's Locker Room. Convenient access directly to outdoors is desirable, but if provided must be under visual control of Professional's Office or Starter's Office.

c. Women's Locker Room: Provide space for 20 lockers, size 12" x 18" x 72". Provide bench space for all lockers. Provision is to be made for future expansion up to a total of 30 lockers. Access to this space is to be from Lounge and Waiting Area only.

d. Women's Toilet Facilities: Provide a minimum of two (2) showers, each to have a private dressing-drying cubicle. Provide ample vanity or counter-type grooming space. Provide one (1) lavatory and two (2) water-closets.

e. Locker Room Attendant Space and Club Storage: Provide space for linen storage for both locker rooms. Provide one-hundred twenty (120) golf bins, 18" high x 18" wide by 48" deep. These bins may be stacked up to five high. This space will be used by a full-time locker room attendant who will issue towels, clean and store clubs, shine shoes, etc. Work space is to be provided for these activities. This space is to be directly and primarily related to the Men's Locker Room, but must also serve, through a pass-window or similar device, the Lounge and Waiting Area. Care should be taken to insure visual privacy between these spaces.

f. Custodial Facilities: Provide service sink and adequate storage facilities. Custodial services will be provided by the locker room attendant, and this facility should be combined with, or directly related to, the Locker Room Attendant Space.

**III. DINING AND MEETING FACILITIES:** These facilities should be removed from the main parking-waiting-locker room-golf course circulation. Separate entrance is acceptable. Careful consideration should be given to view and orientation. An informal but dignified atmosphere is desired.

a. Dining Room—Approximately 1800 sq. ft.

b. Beverage Bar: Counter seating for 20-25 people for coffee, soft drinks, and light snacks. This facility should have a dignified, pleasant atmosphere, and is not to be considered as a "quick-lunch counter." Upon those occasions when the Dining Room and Meeting Room are closed off for private affairs, the Beverage Bar is to remain open to the public. To be directly related to Dining Room, Meeting Room, and Lounge and Kitchen.

c. Meeting Room and Lounge—Approximately 1200 sq. ft.: To serve as a general area for reading, congregating, watching television, etc. It will also be used for meetings of private groups numbering up to 100 people. It is to be directly related to both Dining Room and Beverage Bar. Provision is to be made for combining Meeting Room-Lounge and the Dining Room into one large space for banquets of up to 250 people.

d. Outdoor Eating Area: To be a pleasant outdoor space carefully intergrated with the building and directly related to Dining Room. Problems of view, sun and wind should be carefully considered.

e. Kitchen: Provide all necessary food preparation facilities including storage, delivery, garbage handling, minimum toilet and locker facilities, etc., and a small office.

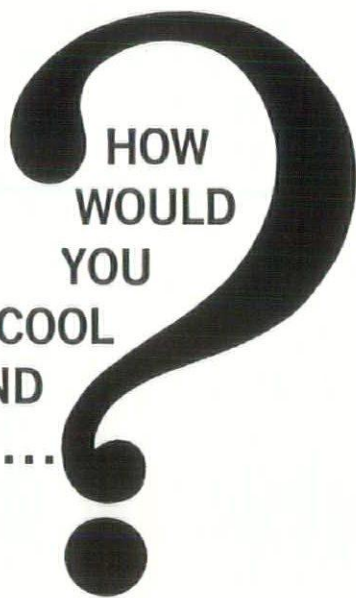
f. Toilet Facilities: Toilet facilities for the Dining-Meeting Area will be required separate from and in addition to those provided for the Locker Rooms.

**IV. GOLF CART STORAGE:** Provide space for a minimum of 30 golf carts. When stored each cart occupies a space 48" x 72". This area will also be used of electrical recharging of carts, and so will require ample artificial ventilation. Access is to be directly from outdoors, and is to be under direct visual control of Professional's Office and/or Starter's Office.

**23. AGREEMENT BETWEEN OWNER AND COMPETITORS:** In consideration of the submission of drawings and the agreement by the owner that the author of the entry placed first by the jury shall be employed as architect for the project the following contract is also accepted by the author of the first placed entry and execution of this contract shall be accomplished as soon as conveniently possible after the report of the jury.



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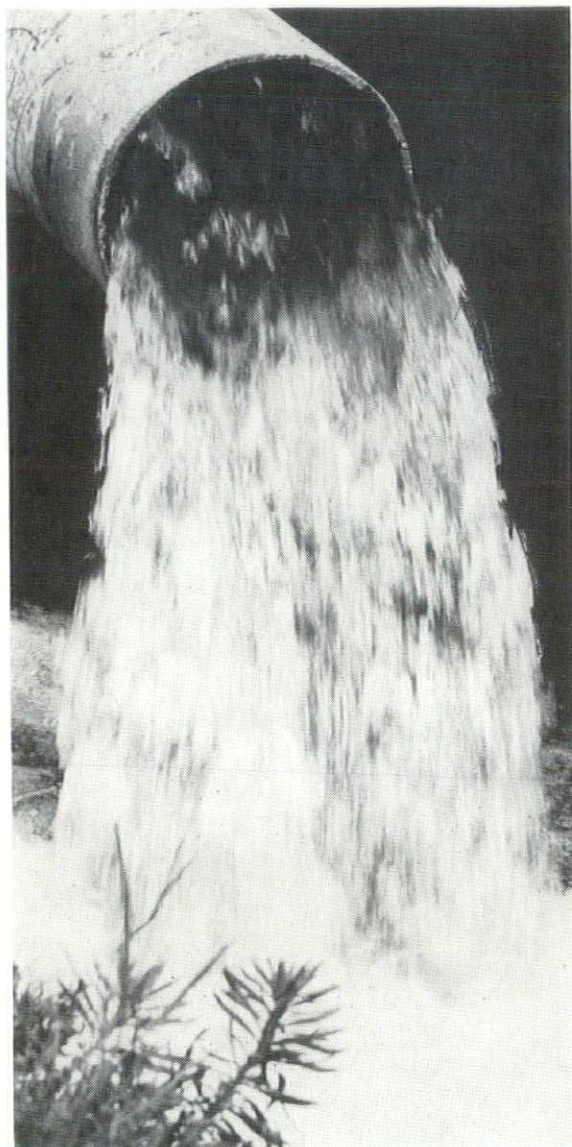
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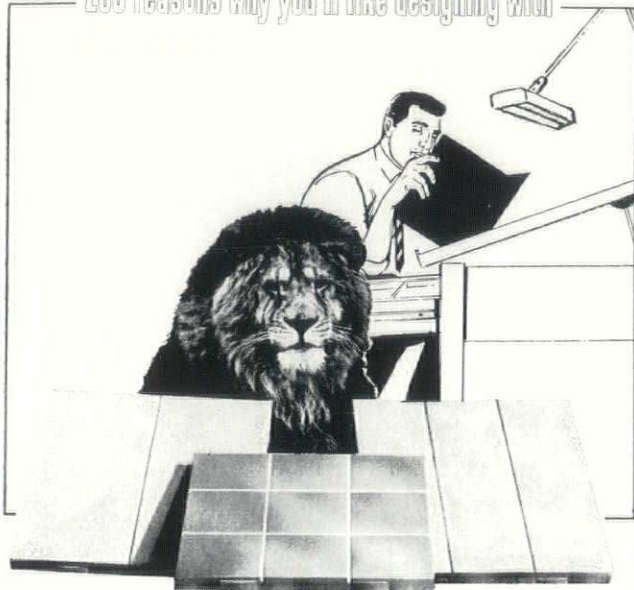
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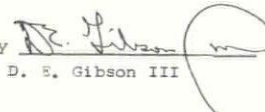
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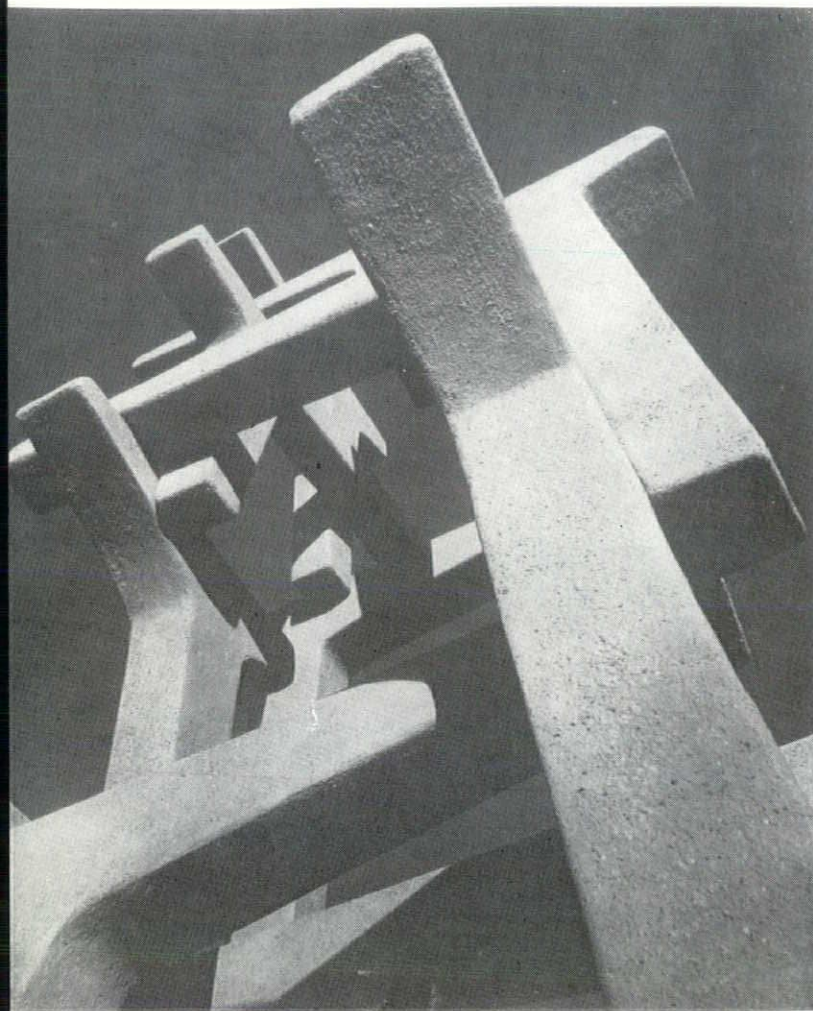
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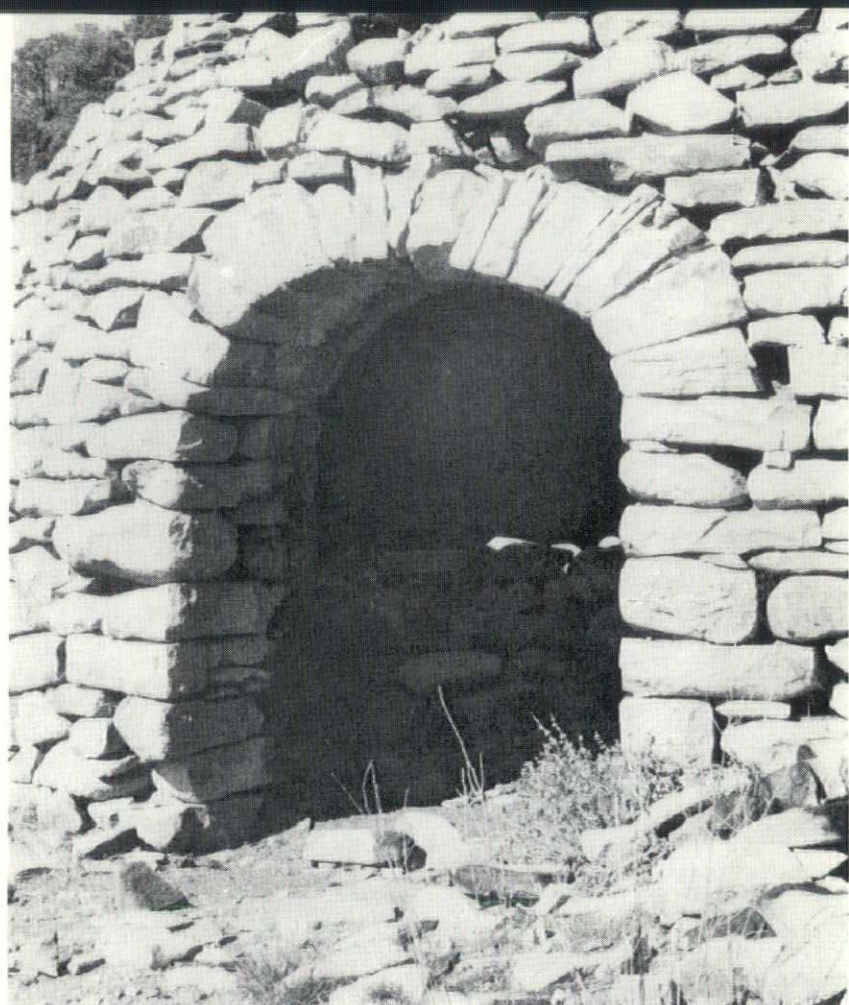
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**Editorial correspondence:** All correspondence should be addressed to John P. Conron, P. O. Box 935, Santa Fe, New Mexico 87501.

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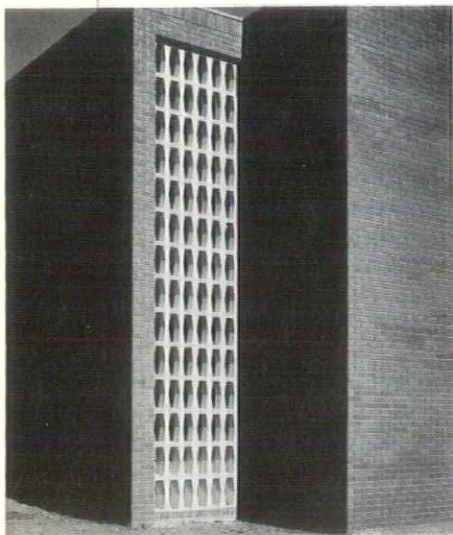
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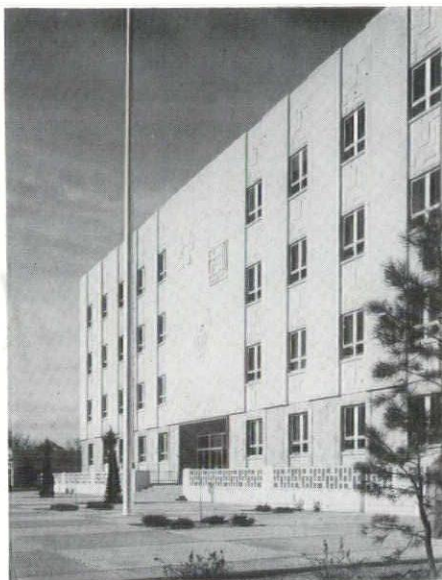


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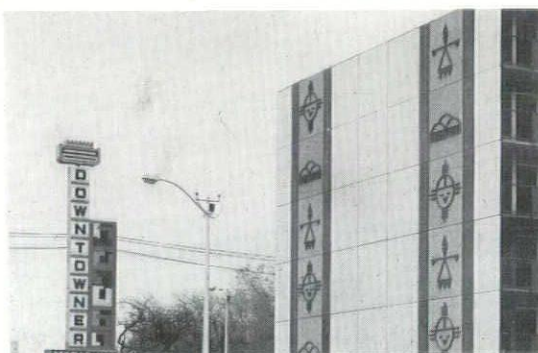
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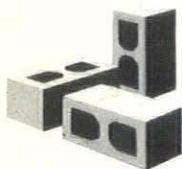


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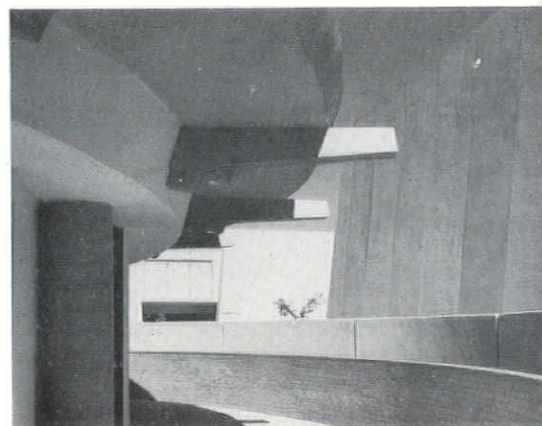
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